Albert Snyder - 79 Hill Ave. Watsonville Calif

# The AROMAS BOOSTER


## Monthly Bulletin Dedicated To Community Improvement

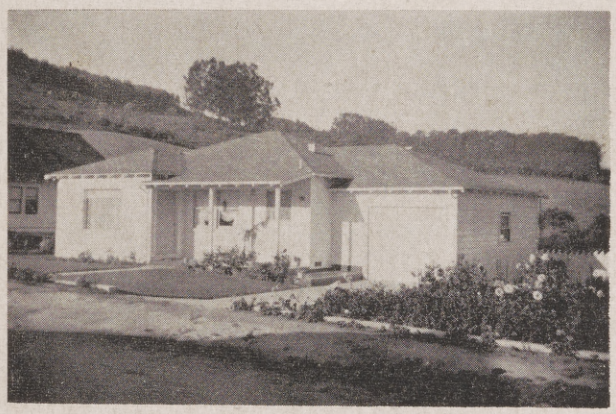
Monthly meetings on the second Wednesday of each month, Blohm Ave. School, 8:00 o'clock

Volume 1, Number 3 PUBLISHED BY THE AROMAS IMPROVEMENT ASSOCIATION December, 1952


## The Aromas Home of the Month

**Owned by Mr. and Mrs. Kort Sorenson**

**113 Bardue Avenue**



Soon after reaching this country and visiting some "latest American homes", I decided that, in spite of size and labour saving gadgets, they were not "my cup of tea". Now, however, **I have** seen. and in Aromas, a two year old house which is equally good in design, but so much more utilitarian and suitable for average living, that I'd love a counterpart!

Built on ground level, entrance is through a covered porch into a large living room with walls and ceiling of delicate green texture plaster, whose adjoining kitchen gives an illusion of spring with its green toned floor covering, sunshine walls and ceilings and hyacinth blue dinette set.

Both bedrooms are comfortably large with modern furniture and huge built-in wardrobes.

The bath room is so delightful with its delicate pink arrangements that no one **could** hurry through tubbing!

The house is centrally heated and all floors are of hardwood. Garage has outer and house entrances and holds the laundry sink.

Everything is meticulous in order and cleanliness. Lawns back and front are fine. Garden not overstocked, but each plant carefully chosen.

Where is all this? Why, it's the home of Mr. and Mrs. K. Sorenson, and their daughter, Alice May and son, Joe now with the U. S. Navy in Japan.

The standard of perfection is continued in the garden houses of the fryers, singing birds, (Red Factors), and Chihuahuas, which Mrs. Sorenson raises. Can't think how she finds the time, but she also does equisite crochet. Thank you for your example, Mr. and Mrs. Sorenson.

I know there is only one drawback to your perfect contentment—your boy's absence. May we, through this paper, join with ALL mothers, everywhere, in saying: "God bless you Son. Happy Christmas, you are ever in our thoughts. Keep your standard high and thus bless the world"!

## Association Doings

### ROAD NUMBERING PLAN

The matter of changing our rural routes to road names and box numbers has been referred to the Boards of Supervisors of Monterey and San Benito County for appropriate action.

Roads of the Aromas district have official names (usually the one common at present) which will be used if the plan is adopted. House numbers are assigned by the county from the official lot numbers assigned by the planning commission.

As more information is available on the procedures, your Association will inform you.

### IMPROVEMENT ASSOCIATION DUES ARE DUE

Association dues are placed at $1.00 per family, no matter what the size, per year. We are now starting a new year and your membership is heartily invited. Organizaitons cannot exist without members, and it is the desire of the association to include every family in Aromas in its membership.

Advertising pays for the printing of this paper, but your postage is paid by the association. This amounts to quite a bit each month, and it is hoped that our membership dues will cover it for the year. We need your support. Send your dollar to Gladys Bixler, or better yet, bring it to the Pot Luck dinner in December. YOUR DOLLAR IS IMPORTANT BUT **YOU** ARE THE MOST IMPORTANT, so lend your shoulder to the wheel in 1953.

### SOIL CONSERVATION

In order to prevent erosion and run-off damage it is suggested that all the Aromas district be included in either of the two soil conservation districts that now take in parts of our community.

Petitions are being prepared for circulation and property owners involved will be contacted for signing.

Any tax involved is very small and is only assessed for office expenses.

Technical advice is available from capable engineers to assist members of a soil conservation district in solving problems of erosion and drainage.

### SANITATION DISTRICT

The formation of a county maintenance district to solve sanitation problems of downtown Aromas is still in the legal mill, and will one day burst forth ready for appropriate action.

# Editorial

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Aromas is unique in one way at least. It's the only town I know of where every street is an AVENUE. The word "Avenue", brings to mind a broad, tree lined street lined with well trimmed lawns and tidy homes.

Have you looked at your Avenue lately? Take a ride from one end to the other, and LOOK at it as though you had never seen it before. Then Appraise it! What needs to be done to make it an AVENUE in more than name only?

WE can't do much (or CAN we? Look at Carr avenue,) about the width of our Avenue, but we can do lots about what borders it.

I remember when Aromitas Avenue was lined with flowering red hawthorne trees, and every spring, people made special trips to Aromas just to see that beautiful sight.

I remember when every fence bordering our country avenues, yes, and those in town too, was laden with pink rambling roses, and my first sight, and smell of them in bloom in June made me an Aromas lover forever. Never had I seen a place like it, nor have I since.

Can't we go back to some of the good old things? Let's plant rambling roses (the mildew free kind) on our fences, border our Avenues with flowering trees, the roadsides with geraniums for summer color, and revive the sweet Aromitas of yesteryear.

As you make that trip up your Avenue, you'll probably notice homes that would be attractive and an addition to the street if it were not for old barns, rabbit hutches, farm implements, etc., all exposed to view from the road. Quick growing shrubs can hide them in one season's time, and also add to the general appearance. **Scotch broom plants will be given by the editor** to anyone who wants them for this purpose.

Let's be proud of our village of AVENUES, and let's make each of them an AVENUE OF BEAUTY.

## How Good a Citizen Are You?

Get your pencils and find out. If you can answer "Yes" to question 10 and one other, you are FAIR. If you cannot, you are POOR. Three "Yes" questions gives you GOOD. "Yes" to four questions gives you EXCELLENT.

1 Do you serve as a local leader or would you if asked? ..... Yes No
2 Are you active in any community improvement organization? ..... Yes No.
3 Are you on any group to plan or execute community tasks? ..... Yes No
4 Do you help out in at least one social service (for the blind, hospital, etc.)? ..... Yes No.
5 Are you helping to overcome some one shortcoming in your community? ..... Yes No
6 Do you help and encourage young people in your area? ..... Yes No
7 Do you belong to a trade association, union, literary or musical organization, and do you speak up or otherwise participate? ..... Yes No
8 Do you ever compliment your leaders, and neighbors for good work? ..... Yes No
9 At least once a year do you write a letter with constructive suggestions regarding community or national matters to a newspaper or magazine; or a letter to your Senator or Congressman? ..... Yes No
10 Do you register and vote in local, state and national elections? ..... Yes No

**Could It Be That They Really Haven't SEEN Aromas?**

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## What Is the Grange?

What are it's benefits? These and many other questions raised by non-members are utterly impossible to answer in a few words so only the highlights will be touched upon in this article.

Not only is the Grange the oldest and one of the strongest farm organizations in America, but it is the only farmer's fraternity in the world. Bringing people together in compact groups, it directs its energies toward these distinct objects:

(1) More prosperous argriculture; (2) More practical education; (3) Better community life; (4) Higher ideals of manhood, womanhood and citizenship.

The Grange is much like the family circle at home—a mutual responsibility, a common task and rewards of labor shared by all. Its general objects are proclaimed to the world by resolving to work for the good of the Order, our Country and Mankind.

Although emphatically a non-partisan and non-sectarian organization, the Grange, from its very beginning, has never hesitated to champion a worthy cause. Its legislative program has met with immeasurable success. A national Department of Agriculture, rural mail delivery, parcel post, postal savings bank, improved highways, conservation of natural resources, vocational education and enfranchisement of women are only high spots inconstructive Grange efforts which are always aimed to bring the greatest good to the greatest number of people.

Fire and C. P. S. Insurance, Credit Unions and the Grange Business Organization (through which members buy equipment for the home and farm at discount) are but a few of the individual benefits of Grangers.

The future of the Grange is largely in the keeping of new members, who soon will be guiding the policies of the powerful organization which has served the people and the nation so well since 1867.

Anyone fourteen years of age or more may become a member, and may we, of the Grange extend to you our hearts and hands in welcome.

Mrs. Hazel Carlos

Lecturer of the Aromas Grange

### ALL-SCOUT POT LUCK DINNER TO BE DECEMBER HIGHLITE OF A.I.A.

Fellowship Hall of the Community Church will be a merry scene on the night of December 10th, at 6:30 o'clock, when Cub, Brownie, Girl and Boy Scout uniforms will dominate the scene. Parents, sponsors, Troop Committees and friends of youth will gather to give our boys and girls their support.

After the dinner, each Scout Troop will give a demonstration of it's skill and knowledge, presentation will be made, songs sung, and a good time had by all.

Cubs are in charge of setting up tables and chairs;

Brownies will set and decorate tables and act as hostesses;

Girl Scouts will receive, care for, and serve the food, and wash dishes;

Boy scouts will take down tables and chairs and clean up;

Parents and friends will bring the food, eat, enjoy the program, and CLEAR THE TABLES. It will do your heart good, as well as your tummy, so be there.

**FLASH! FLASH! FLASH!**

P. S.: The 4-H Club sends an SOS, that they want to be included also. The more the merrier! They also have numbers to add to the program. PARENTS BE SURE TO COME AND ACCOMPANY YOUR CHIDREN; DON'T FORGET THAT THIS IS **POT LUCK.**

**FLASH! FLASH! FLASH!**

Have just received word from the T. H. H. CLUB that they want to be included also. They have a play they want to give. They also want to go on record that they are FOR THE GYMNASIUM; and what's more, they are ready to go to work to EARN it. BLESS THEIR HEARTS! (Expect our young people are going to show us a thing or two before we're through with this.)

You are certainly welcome, girls. The A.I.A. is behind every effort of our youth in Aromas.

## Season's Greetings to All

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## Calendar of Aromas Meetings

Grange—
Second and fourth Friday at Grange Hall, Master, Harold Thompson.

Volunteer Firemen—
First Friday, small school building on Blohm Ave. All open meetings and everyone welcome to attend. Dolan Marshall, Chief.

Dora Belden Girls—
Fourth Friday, at homes of members. President, Mrs. Dolan Marshall.

Improvement Association—
Second Wednesday, old school. Walter Reed, President. Everyone come.

P-T. A.—
Third Friday, new school. Bessie Malone, President. Everyone invited

Home Extension—
Second Tuesday, Fellowship Hall. Marjorie Hitchings, President. All welcome.

Boy Scouts—
Every Thursday, old school, 7 o'clock. Victor Haskin, Master.

Girl Scouts—
Every Monday, old school, 3:30. Gladys Bixler, Leola Reed, Leaders.

Cubs—
Third Tuesday, old school. Jim Clark, Master. Dens weekly in various homes.

Brownies—
Every Wednesday, old school, 3:30. Ilene Super, Alice Bassi, Leaders.

4-H Club—
First Sunday, 2:00 o'clock, old school. Leslie Cole, Leader.

Church of Christ—
Bardue and Rose Ave. Brother Mason and Brother Eaker, Speakers.
Sunday Services, 11 a.m. and 7:30 p.m
Singing and Bible lessons, Thursday, 7:30 p.m.
Everyone cordially invited to attend.

Community Baptist Church—
Carpenteria Avenue. Addison Molyneux, Pastor.
Sunday School, 9:45; Worship Service 11 a.m.; B.Y.F., 7:00 p.m.; Evening Worship, 8:00 p.m. Everyone Welcome.

Men's Brotherhood—
Last Monday of month, Fellowship Hall. All men of Aromas and near by are welcome. L. E. Harris, President.

Friendly Neighbors—
First Tuesday, at homes of members. Mrs. Wm. Franklin President.

Missionary Society—
Third Wednesday, 2 o'clock, Fellowship Hall. Lillian Molyneux, President.

Ladies' Aid—
First Wednesday, 2 o'clock, Fellowship Hall. Mrs. W. Clinesmith, President.

Prayer Meeting—
Every Wednesday, Fellowship Hall.

T.H.H. Club—
Every Tuesday, 6:30. Smiley home, Shirley Smiley, Pres.

### AROMAS MOURNS A FRIEND

The passing of our friend, Mose Hutchings, constitutes a great loss to the people of Aromas. In all of the years that he was our county supervisor, the welfare of Aromas was always one of his first considerations.

If anything was good and for the advancement of the citizenry, Mose was for it, not only in word but in positive action.

The many improvements we have as a result of his labors will live on as a constant memorial to him, and his memory will be an inspiration to those who are also dedicated to the service of their fellow man.


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## Complementary Harmonies

This is the type most commonly used. When skillfully handled it can be exceedingly effective. Unfortunately, too often it results in a jumpiness of red to green, red to green, ad infinitum.

For more success, the chosen color should be used in sufficient quantity to give it dominance. Use of different values and varying intensities of this color give a feeling of movement. The complement introduces a tension that relieves what could become monotony of only one color. As an example, let us use magenta for dominant color. A tint of it in the walls and woodwork, a darker value of it in the carpet, an intermediate value, but greater intensity in some of the upholstered pieces. The curtains or draperies of a texture or print predominantly magenta. A chair and perhaps a couple of lamps or pillows of different values and intensities of the complement green. To be even more interesting, why not move a little toward the violet and introduce small amounts of this hue? And on the complementary side, introduce small amounts of yellow green.

The warm colors, magenta thru yellow, are advancing colors; the cool hues, green thru violet, are receeding. This you must keep in mind. Else, in a small room you might paint all four walls medium magenta and you'll find the walls have closed in so much there is no space for you or the furniture in it. I've seen it happen!


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## SIX PRACTICAL COLORS TO REMEMBER FOR COLOR SUCCESS

1 Select the dominant foundation color. Personal preference is quite as important as exposure and type of room.

2 Introduce the color enough to make it dominate. One should be conscious that it is a blue room, a green room, or whatever it may be.

3 Consider the complementary color or colors.

4 To bring the color scheme together, try to use something representative of all the colors in your scheme.

5 Vary the values and intensities. Use high intensities only in small amounts.

6 Keep your plan in mind and FOLLOW it.

As emphasized before, good decoration is not particularly dependent upon large expenditure of money, but on a consistent expenditure of good taste.

Next time we will discuss analogous color schemes.

**Edna L. Breslawsky, Interior Designer**

## A DREAM COME TRUE AT LAST

For thirty years we've been dreaming of our children having hot lunches at noon at school. At Last that dream is realized in our fine school cafeteria. Would you like to know about the school lunch program?

Mrs. Stevens, director of School Lunch programs will be the speaker at the next P-T. A. meeting on December 12, at 8:00 o'clock, at the Aromas School. Mrs. Stevens will explain the SCHOOL LUNCH PROGRAM, and answer any questions you may have concerning it.

These P-T.A. meetings under the leadership of Mrs. Wayne Malone, President, are mighty interesting, so come out and get acquainted.

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## HATS OFF

TO:

Monterey County for the big improvement rendered by the fine black topping job done on Carpenteria and on Blohm Avenues. Thanks!

San Benito County for the beautiful street they are making of Carr Avenue. What a difference! Again, thanks.

The Dora Belden Girls for that grand pie sale and bazaar. **Delicious** pies and all handsomely arranged. You deserved the financial success!

The Ladies Aid for that charmingly appointed luncheon and fine, timely bazaar of Christmas gifts.

The Girl Scouts for the Community Service rendered in clearing unsightly weeds on Main Street. Also their planting of red geraniums at the Blohm Avenue School, their meeting place.

The Brownies for the new curtains they made for the Scout room, at Blohm Avenue School. A big improvement over those old torn blinds, girls.

The Home Extension for that outstanding Christmas meeting held at the home of Marjorie Hitchings —a large attendance, all going home greatly enriched, benefited, and happy.

## QUOTES OF THE MONTH

**Wayne Malone:** "I can't understand how people can build a wall around themselves and neither give nor take anything that will benefit their community."

**Bessie Malone:** "I think the idea for Jim's Gym is the best thing I've heard for Aromas. When are we going to get started on it?"

**Marjorie Hitchings:** "I don't like to hear Aromasites called 'Aromans'. It takes away from the Spanish origin of the word, "Sweet smells."
(Editor's Note: Maybe the "sweet smells" didn't apply to the inhabitants, Marj. What do the rest of you think about this? The name, I mean.)

## MRS. IRVIN NOAH SUBMITS WINNING NAME FOR BULLETIN

By majority vote, the name "Aromas Booster" was chosen as the name of our bulletin. Thanks, and Congratulations, Mrs. Noah.

*Christmas Gift Suggestions and Toys*

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# WHO'S NEW IN AROMAS

We welcome again this month the new comers, who are finding this community a grand place to live.

Enjoying this lovely fall weather and working in their well-established garden on Carr Avenue are:

NED AND GRACE SIMMONS: Recently of Carmel Valley. They have purchased the Manuel Marcus property.

Mr. and Mrs. Simmons had the Farm Center Service consisting of Service Station, General Store and Restaurant in lovely Carmel Valley.

Ned plans on having a Yard and Truck Garden Service here. Their son Lee, age thirteen, is an eighth grade student in the Aromas School.

Mrs. Simmon's hobby is flowers and garden besides being assistant leader of the BROWNIE SCOUT TROOP with Mrs. Dale Super.

* * * *

MR. AND MRS. E. I. (BUD) VEIRS and three lovely children: Christine, six; Constance, five, and son Kirk, two. On the Chet Moore Acres on Mahar Road Avenue. Indeed industrious people.

Bud operates a large Broiler Ranch, producing eleven thousand broilers quarterly, which are processed in Palo Alto and distributed to the famous eating places in the Bay Area, such as: Rickeys and Dinah's Shack.

Bud and wife are co-owners of the Purina Feed Store in Watsonville. Mrs. Veir acts as secretary and buyer at the store plus her busy home life.

They are formerly from Oakland where Bud attended U.C.L.A. with time out as a Captain in the Air Corps, as a fighter pilot in the Central Pacific Theatre.

They are busy putting the finishing touches on their beautiful three bedroom concrete block home, which they have built themselves. The house is lovely having open beamed ceiling with vista windows from ceiling to floor.

Bud says they have been four months building and love their location surrounded by beautiful Oak trees, with a well planned yard and winding driveway. Good luck to Bud and family.

* * * *

We sincerely welcome LARRY AND LUCILE BROWN who have moved recently from Watsonville into their beautiful new ranch type home in the center of our Aromas Valley.

The Browns have long dreamed of building their home, and are busy planning the furnishing of the beautiful knotty pine paneled living room.

A built-in television and book cases will be installed in one end of the large living room. A large picture window presents a beautiful view of the entire valley and hills.

A lovely guest house and double garage are built to blend in with the main house.

Larry purchased the one hundred and fifty acres from Lettunich and raises lettuce, broccoli and also permanent pasture stocked with Hereford cattle. Lucile is office manager for Resetar Produce. We are glad to have them as our neighbors.

* * * *

We are glad to extend a warm welcome to MR. AND MRS. CHET. MOORE of the CHETMOORE subdivision on Mahar Road.

Mr. Moore is to be complimented on the vast improvements he has made there, and the spacious home among the oaks.


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WATSONVILLE, CALIFORNIA


## AN ALL-COMMUNITY CHRISTMAS TREE AND PROGRAM TO BE SPONSORED BY THE GRANGE

The best idea yet! The whole community will gather at the Grange Hall on a date to be announced later, to celebrate Christmas as one big happy family. Committees have been appointed by all organizations who will work together as one big committee to put this program over in the true Christmas spirit.

WATCH FOR THIS DATE AND DON'T MISS ATTENDING THIS BIG AROMAS CHRISTMAS CELEBRATION.

## DON'T THROW THAT PAPER DOWN!!

Paging PARENTS, TEACHERS, SCHOOLS, CLUBS, to start a GOOD CITIZENSHIP CAMPAIGN! Teach our children that IT'S A SIN against our beautiful country to throw papers and other rubbish on streets and roadsides.

If you don't believe it, look at our Main Street. Worse yet, take a look at the new Santa Cruz Highway outside of Watsonville, near Carroll's Drive-In.

## WHERE IS OUR PRIDE?

### THE CURE

To those rare individuals who live here but can see nothing beautiful about Aromas, take the advice of the Psalmist, "Lift up your eyes unto the hills!", Mount Pajaro way any morning or evening. For best results, do it EVERY morning AND evening! (Take off those dark glasses before looking.)

## Nods to Aromas

Started from Snyder Avenue, down Carpenteria to the Watsonville Road this time, and so back into our village.

Have never ceased to marvel at the neatness of our neighbor's ranch. The LOVELACES—GRANT AND RUBY. This is extending to **his neighbors,** the Spanglers. It is being cleared and seeded. Looks fine.

* * * *

Roof on the new house in our lane. Quick work, pals. This lad is observant. Saw green grass on his hillside in very dry weather. Dug, and found a good spring. Perhaps he'll look for signs of **oil** in our place —and, if he finds it, **we'll** do the digging.

* * * *

It looks as if the new garage on the FRANK MATHEWS place is going to have a sun-room.

* * * *

Do you remember MR. AND MRS. McMATH who used to live on Snyder Avenue? You should see their new house on Chetmoore Acres! Built by his own hands.

* * * *

New home finished on the Watsonville Road, just by the Willow Creek Dairy. Couldn't find the owners.

* * * *

See the water fowl are back on the TEDERMAN RANCH POND. What a well-kept place this is, and what a fine bunch of Holstein heifers!

* * * *

Like the little "Christmas Trees" on the HAROLD THOMPSON RANCH. Is this a little nursery or are they there for holding the bank?

(Nod from the Editor—HAROLD'S BERRY PATCH deserves a note of recognition also. The orderliness of it is a thing of beauty.)

* * * *

What a delightful Barbecue Patio has been built by Mr. and Mrs. Wayne Cook. Privet hedged (leastways, it seems like this from the road), with an abundance of red and yellow roses. Addition to small house adjoining, too.

* * * *

Passing by, reminds me of the old story of two Englishmen. One said to the other: "Passed your house last night." The other replied: "Thanks."

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**WATSONVILLE, CALIFORNIA**

## The Last Word

The advantages of living in Aromas are so numerous and so taken for granted that few people are aware of them. To a person whose work might change its location, Aromas offers an easy drive to many towns. Watsonville of course is only ten or fifteen minutes; Gilroy, San Juan, Hollister, Salinas, Castroville, and Moss Landing are all within a thirty minute drive. Construction workers find this convenient as also do workers in vegetable and fruit processing plants. This advantage is worth dollars and cents when you offer your property for sale.

To the worker who is forced to find a new job, this feature may save a moving job or loss due to a forced sale of property.

There is no other town in the Monterey Bay area so centrally located. This, together with our superior climate and beautiful scenery makes Aromas a good place to live. The natural advantages are ours.

By taking care of some other details such as sanitation and water problems, Aromas will truly be "THE **BEST** PLACE TO LIVE."

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As a Britisher, I find it takes an awful "nerve" to visit houses, just for the sake of looking. Many years ago, I asked our neighbor in London: "How's your Mother, Flo?" She answered: "She died last week." That is true. It is not that we are not interested, but we truly have a great fear of intruding on anyone's privacy and it takes a lot of getting over. Thank you all for the help herein.

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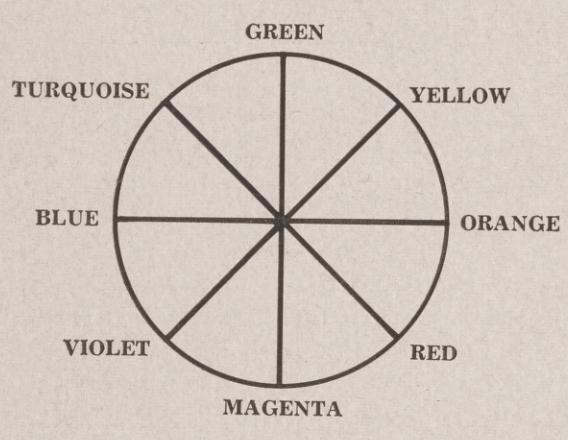
WATSONVILLE CALIFORNIA

## INSIDE YOUR HOME

### COLOR IS THE LIFE OF DECORATION

Consciousness of color affects all our waking hours. White is the total addition of color and is perceived when a surface reflects all colors equally. Black is the total subtraction of all color. When white becomes less than the total addition of all colors, a different vibration is produced and color results. The color formed results from the proportion of the three primary colors to each other and the reaction of our visual mechanism to the combination.

**THE COLOR WHEEL**




The primary colors are blue, yellow and red. The secondary colors formed by combination of any two primaries are green, orange and violet. Tertiary colors result from mixtures of any adjacent primary and secondary. The colors shown opposite each other in the color wheel are TRUE complementaries. Addition of these to one another results in graying. White added to any color (HUE) is called a TINT. The complement or black added to any hue is called a SHADE. The trade names given to various tints and shades will not confuse you if you just understand and remember the color wheel.

Beside hue, VALUE and INTENSITY must be considered when working with color. Value is the degree of light or dark, tint or shade. Intensity refers to the purity of color or freedom from graying.

### COLOR HARMONIES

There are various principles of color harmonies used successfully in interior design. The two that we will discuss here are complementary and analogous color schemes.

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